

ORDER

KSNV

Orders

Order / Rev:

104301

Alt Order #:

Product Desc:

General Election

Estimate:

Flight Dates:

08/27/12 - 11/04/12

Original Date / Rev:

07/16/12 / 07/16/12

Order Type:

GENERAL

Primary AE:

Kevin Goodell

Sales Office:

VEGS

Sales Region:

Local

Agency

Name:

Denny Weddle & Associates

Buying Contact:

Billing Contact:

750 Tam O Shanter

Las Vegas, NV 89109

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Committee to Re-Elect Judge Bill Jan

Demographic:

A25-54

Product Codes:

PLC26

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

00:15:00

Advertiser External ID:

Agency External ID:

Hiatus:

09/03/12-09/16/12,10/01/12-10/21/12

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	34	\$9,475.00	\$8,053.75
10/01/12	10/28/12	9	\$3,175.00	\$2,698.75
10/29/12	11/03/12	7	\$2,500.00	\$2,125.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$9,475.00	\$8,053.75	0.00
October 2012	9	\$3,175.00	\$2,698.75	0.00
November 2012	7	\$2,500.00	\$2,125.00	0.00
Totals	50	\$15,150.00	\$12,877.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	08/27/12	09/30/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	2	\$185.002		0.00	NM	6	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--					2	\$185.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$185.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					2	\$185.00		0.00			
N 2	KSNV	10/22/12	11/04/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	2	\$300.002		0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$300.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					2	\$300.00		0.00			
N 3	KSNV	08/27/12	09/30/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$550.002		0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--					1	\$550.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$550.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$550.00		0.00			
N 4	KSNV	10/22/12	11/04/12		CM	658a-9am	MTWTF--	:30	1	\$600.002		0.00	NM	2	\$1,200.00

Order / Rev: 104301
 Alt Order #:
 Flight Dates: 08/27/12 - 11/04/12

Advertiser: Committee to Re-Elect Judge Bill Janser
 Product Desc: General Election
 Estimate:
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show															
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$600.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$600.00		0.00			
N 5	KSNV	08/27/12	09/30/12	M-F Today Show III 4th Hour	CM	10am-11am	-----	:30	0	\$200.002		0.00	NM	4	\$800.00
Today 4th Hour															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--					1	\$200.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$200.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$200.00		0.00			
N 6	KSNV	08/27/12	09/30/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	1	\$200.002		0.00	NM	3	\$600.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--					1	\$200.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$200.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$200.00		0.00			
N 7	KSNV	10/22/12	10/28/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	1	\$225.002		0.00	NM	1	\$225.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$225.00		0.00			
N 8	KSNV	08/27/12	11/04/12	Noon News	CM	12-1230pm	MTWTF--	:30	1	\$275.002		0.00	NM	5	\$1,375.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--					1	\$275.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$275.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$275.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$275.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$275.00		0.00			
N 9	KSNV	08/27/12	09/30/12	News 3 at 4	CM	4-430p	-----	:30	0	\$350.002		0.00	NM	4	\$1,400.00
News 3 at 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--					1	\$350.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$350.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$350.00		0.00			
N 10	KSNV	10/22/12	11/04/12	News 3 at 4	CM	4-430p	MTWTF--	:30	1	\$450.002		0.00	NM	2	\$900.00
News 3 at 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$450.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$450.00		0.00			
N 11	KSNV	08/27/12	09/30/12	Face to Face w/ Ralston	CM	730-758pm	MTWTF--	:30	1	\$400.002		0.00	NM	3	\$1,200.00
Face to Face w/ J.Ralston															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--					1	\$400.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$400.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$400.00		0.00			
N 12	KSNV	10/22/12	10/28/12	Face to Face w/ Ralston	CM	730-758pm	MTWTF--	:30	1	\$450.002		0.00	NM	1	\$450.00
Face to Face w/ J.Ralston															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$450.00		0.00			

Order / Rev: 104301
 Alt Order #:
 Flight Dates: 08/27/12 - 11/04/12

Advertiser: Committee to Re-Elect Judge Bill Janser
 Product Desc: General Election
 Estimate:
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	KSNV	10/22/12	10/28/12	Face to Face w/ Ralston Face to Face w/ J. Ralston	CM	730-758pm	MTWTF--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
N 13	KSNV	08/27/12	09/30/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$250.00	2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--		1			\$250.00			0.00			
	Week:	09/03/12	09/09/12	-----		0			\$0.00			0.00			
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00			
	Week:	09/17/12	09/23/12	MTWTF--		1			\$250.00			0.00			
	Week:	09/24/12	09/30/12	MTWTF--		1			\$250.00			0.00			
N 14	KSNV	10/22/12	11/04/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$275.00	2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		1			\$275.00			0.00			
	Week:	10/29/12	11/04/12	MTWTF--		1			\$275.00			0.00			
N 15	KSNV	09/17/12	09/23/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	1	\$40.00	3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--		1			\$40.00			0.00			
N 16	KSNV	08/27/12	09/30/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----	:30	0	\$275.00	2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----S-		1			\$275.00			0.00			
	Week:	09/03/12	09/09/12	-----		0			\$0.00			0.00			
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00			
	Week:	09/17/12	09/23/12	-----S-		1			\$275.00			0.00			
	Week:	09/24/12	09/30/12	-----S-		2			\$275.00			0.00			
N 17	KSNV	10/22/12	11/04/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$300.00			0.00			
	Week:	10/29/12	11/04/12	-----S-		1			\$300.00			0.00			
Totals													50	\$15,150.00	



General Election Campaign

Proposal ID: 718
 Schedule Date: 08/27/2012 - 11/04/2012
 Spot Length(s): :30

Author: Kevin Goodell

Acct. Exec: Kevin Goodell
 Phone #: 702-657-3270
 FAX #: 702-657-3208
 Email: kgoodell@mynews3.com
 Web Site: www.mynews3.com

Program Time	SpotLength(s)	AU 27	SE 17	SE 24	OC 22	OC 29	DMA P18+ RTG	Flight Dates: 08/27/2012-11/04/2012		W k s	Rate Spots
KSNV											
WAKE UP W/WAGNERS	:30	2	2	2	--	--	p1.2				
GRPs/Impressions							7.2			3	\$185.00
CPP/CPM							\$154.17				6
Mo-Fr 5:00a-6:00a											
WAKE UP W/WAGNERS	:30	--	--	--	2	2	p1.2				
GRPs/Impressions							4.8			2	\$300.00
CPP/CPM							\$250.00				4
Mo-Fr 5:00a-6:00a											
TODAY SHOW	:30	1	1	1	--	--	p2.5				
GRPs/Impressions							7.5			3	\$550.00
CPP/CPM							\$220.00				3
Mo-Fr 7:00a-9:00a											
TODAY SHOW	:30	--	--	--	1	1	p2.5				
GRPs/Impressions							5			2	\$600.00
CPP/CPM							\$240.00				2
Mo-Fr 7:00a-9:00a											
TODAY SHW3-NBC	:30	1	2	1	--	--	p0.9				
GRPs/Impressions							3.6			3	\$200.00
CPP/CPM							\$222.22				4
Mo-Fr 10:00a-11:00a											
RACHAEL RAY	:30	1	1	1	--	--	p0.8				
GRPs/Impressions							2.4			3	\$200.00
CPP/CPM							\$250.00				3
Mo-Fr 11:00a-12:00p											
RACHAEL RAY	:30	--	--	--	1	--	p0.8				
GRPs/Impressions							0.8			1	\$225.00
CPP/CPM							\$281.25				1
Mo-Fr 11:00a-12:00p											
NEWS 3 AT NOON	:30	1	1	1	1	1	p1.2				
GRPs/Impressions							6			5	\$275.00
CPP/CPM							\$229.17				5
Mo-Fr 12:00p-12:30p											
NEWS 3 - 4PM	:30	1	2	1	--	--	p1.8				
GRPs/Impressions							7.2			3	\$350.00
CPP/CPM							\$194.44				4
Mo-Fr 4:00p-4:30p											
NEWS 3 - 4PM	:30	--	--	--	1	1	p1.8				
GRPs/Impressions							3.6			2	\$450.00
CPP/CPM							\$250.00				2
Mo-Fr 4:00p-4:30p											
FACE TO FACE/RALSTON	:30	1	1	1	--	--	p1.8				
GRPs/Impressions							5.4			3	\$400.00
CPP/CPM							\$222.22				3
Mo-Fr 7:30p-8:00p											
FACE TO FACE/RALSTON	:30	--	--	--	1	--	p1.8				
GRPs/Impressions							1.8			1	\$450.00
CPP/CPM							\$250.00				1
Mo-Fr 7:30p-8:00p											